

Response to Non-Final Office Action

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Dated: January 6, 2010

Electronic Signature for Stephen J. Kontos: /Stephen J. Kontos/

Docket No.: 99-808
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Jay Ponte et al.

Application No.: 09/282,764

Confirmation No.: 9068

Filed: March 31, 1999

Art Unit: 3688

For: TARGETED BANNER ADVERTISEMENTS

Examiner: D. Champagne

RESPONSE TO NON-FINAL OFFICE ACTION

MS Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

INTRODUCTORY COMMENTS

In response to the non-Final Office Action dated October 8, 2009, Applicant respectfully requests reconsideration and allowance of the claims in light of the following:

A Listing of the Claims begins on page 2 of this paper.

Remarks begin on page 7 of this paper.